HOMES FOR A CHANGING REGION: Evanston

June 19, 2019

Metropolitan Mayors Caucus

Metropolitan Planning Council
PART 1:
Project Background
BACKGROUND:
Homes for a Changing Region
HOMES FOR A CHANGING REGION:

Process

Data
Housing market data analysis to inform discussions

Discuss
Talk about the most pressing local housing issues
PART 2: Housing Trends
By 2050, the region’s senior population will double. Millenials are deciding now where to live and whether to own.

What housing will they want?
HOUSING TRENDS: Populations Shifting to Infill

Trading big lots and yards for proximity

Allowing car-lite living

Suburbs are urbanizing – especially near transit
People will seek to live in housing that they can afford; housing costs will be more directly tied to income.

The demand for traditional single family housing will fall and demand for townhomes and multi-family will rise.

Renting will be more appealing to many households – these households will demand high quality rental options.
HOUSING TRENDS:  
*The “Missing Middle” Is Shrinking*

In Cook County between 2009 and 2017...

**Detached Single-Family Homes**
- Grew by 1%

**Missing Middle Housing**
- Shrank by 3%

**Grew by 6%**

*Source: American Community Survey 2005-2009 and 2013-2017*
PART 3: Who Are Our Peers?
Evanston isn’t just one housing market.

Evanston has four housing submarkets.
WHO ARE OUR PEERS?
Regional Housing Solutions

Model includes census tract-level data on:

- Housing Affordability
- Housing Stock
- Market Conditions
- Demographic Characteristics
WHO ARE OUR PEERS?
Regional Housing Solutions

2. Higher density urban & suburban, large HHs, high foreclosure/moderate vacancy, low/moderate income

3. Higher density urban, high income, young, high home prices and rents

4. Suburban post-war housing stock, moderate- and middle-income, lower cost stock

6. High cost suburban housing stock, low density, high income, aging
## WHO ARE OUR PEERS?

### Regional Housing Solutions

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<td>Rogers Park</td>
<td>Lakeview</td>
<td>Skokie</td>
<td>Kenilworth</td>
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<td>Avondale</td>
<td>North Center</td>
<td>Franklin Park</td>
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<td>Bridgeport</td>
<td>Lincoln Park</td>
<td>Brookfield</td>
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<td>Winnetka</td>
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There is no “one size fits all” to housing planning.

Every submarket is different.
2017 Population: 75,557
Up 2% since 2000
Up 1% since 2010
Region: Up .2% since 2000

Evanston has been adding people...

2017 Households: 28,727
Down 3% since 2000
Down 4% since 2010
Region: Up 5% since 2000

...but losing households.

Median household income: $74,901

Owner: $112,500  
Renter: $43,301

$65,174 in the region

The typical homeowner earns three times that of the typical renter...

Source: American Community Survey 2013-2017
Median household income: $74,901

- Owner: $112,500
- Renter: $43,301

$65,174 in the region

13% of population below poverty line

Appx. 11,437 households below $50,000

...yet 4 in 10 households earn below $50,000 per year.

Source: American Community Survey 2013-2017
Evanston is aging...

Population by age group in Evanston

…and owners are older, while renters are younger.

Household by age and owner/renter in Evanston

Source: American Community Survey, 2013-2017
Just 1 in 6 Evanston workers live in town…

6,477 Employees live & work in Evanston

36,916 Employees commute into Evanston

26,260 Evanston residents commute out

Source: Longitudinal Employer-Household Dynamics: 2015
<table>
<thead>
<tr>
<th>Industry</th>
<th>Work in Evanston</th>
<th>Live in Evanston</th>
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<tbody>
<tr>
<td>Manufacturing &amp; Wholesale Workers</td>
<td>988</td>
<td>3,197</td>
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<tr>
<td>Retail Workers</td>
<td>3,281</td>
<td>2,652</td>
</tr>
<tr>
<td>Finance, Insurance, Real Estate Workers</td>
<td>1,207</td>
<td>2,271</td>
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<tr>
<td>Professional Services Workers</td>
<td>2,537</td>
<td>3,451</td>
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<tr>
<td>Education Workers</td>
<td>13,138</td>
<td>5,402</td>
</tr>
<tr>
<td>Health Care Workers</td>
<td>11,448</td>
<td>4,878</td>
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Evanston has a lot of different types of buildings...

10.1% of units vacant

Source: American Community Survey 2013-2017
...and many more renters, compared to the region....

Housing type by owner/renter in Evanston

Source: American Community Survey 2013-2017
…with a higher proportion of multifamily buildings…

Housing type by owner/renter in Evanston

Source: American Community Survey 2013-2017
…yet fewer townhomes and attached dwellings.

Housing type by owner/renter in Evanston

Source: American Community Survey 2013-2017
PART 6: Market Characteristics
Sales activity once lagged Cook County and the region…

Residential sales per 100 residential parcels

Source: Institute for Housing Studies 2005-2017
…then led Cook County and region during the housing recovery...

Residential sales per 100 residential parcels

Source: Institute for Housing Studies 2005-2017
and has stayed steady since.

Residential sales per 100 residential parcels

Source: Institute for Housing Studies 2005-2017
Evanston has been losing lower priced rental units.

Gross rent in Evanston

Median rents in Evanston are rising...

...but at the rate of inflation.

Median gross rent in Evanston

75% of renters have moved since 2009…

75% of homeowners bought in before 2009.

Tenure by Year
Householder Moved Into Unit

PART 7: Evanston Baseline Data

Affordability
“Affordable housing” costs less than 30 percent of household income.

“Unaffordable housing” costs more than 30 percent of household income.

“Severely unaffordable housing” costs more than 50 percent of household income.

What does affordability mean?
What is included in monthly owner costs?
Average monthly costs for renters in Chicago Metropolitan area, 2009

Source: Chicago Metropolitan Agency for Planning analysis of the 2009 American Housing Survey (AHS).
The 2009 AHS data includes Cook, DuPage, Grundy, Kane, Kendall, Lake, McHenry, and Will Counties in the metropolitan area.
Fewer owners are living in unaffordable housing now than in 2012.

Owners living in unaffordable housing in Evanston:
20% in 2012
15% in 2017

Owners living in severely unaffordable housing in Evanston:
16% in 2012
16% in 2017

OWNER HOUSEHOLD INCOME COMPARED TO AFFORDABLE OCCUPIED UNITS AT INCOME LEVEL: Evanston

Source: Chicago Metropolitan Agency for Planning analysis of Fregonese Envision Tomorrow Balanced Housing Model using American Community Survey 2013-17
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Source: Chicago Metropolitan Agency for Planning analysis of Fregonese Envision Tomorrow Balanced Housing Model using American Community Survey 2013-17.
What is included in gross rent?

Average monthly costs for renters in Chicago Metropolitan area, 2009

81%

Utilities

19%

- electricity
- natural gas
- heating oil
- water
- sewer

Rent

Source: Chicago Metropolitan Agency for Planning analysis of the 2009 American Housing Survey (AHS).

The 2009 AHS data includes Cook, DuPage, Grundy, Kane, Kendall, Lake, McHenry, and Will Counties in the metropolitan area.
Renters living in unaffordable housing in Evanston:
22% in 2012
24% in 2017

Renters living in severely unaffordable housing in Evanston:
34% in 2012
33% in 2017

RENTAL HOUSEHOLD INCOME COMPARED TO AFFORDABLE OCCUPIED UNITS AT INCOME LEVEL: Evanston

Source: Chicago Metropolitan Agency for Planning analysis of Fregonese Envision Tomorrow Balanced Housing Model using American Community Survey 2013-17
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Additional Discussion?
Thank you!

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